

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Hubbard <i>et al.</i>	Conf. No.:	4393
Serial No.:	09/998,111	Art Unit:	3622
Filing Date:	11/30/2001	Examiner:	Duran, Arthur D.
Title:	SYSTEM AND METHOD FOR PRESENTING MARKETING CONTENT ON A WEB PAGE	Docket No.:	CA920000060US1 (IBMR-0111)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

I. INTRODUCTORY COMMENTS:

This paper is being filed in response to the Office Action dated July 7, 2004. Please
amend the above-referenced patent application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this
paper.

Remarks begin on page 18 of this paper.